

## Message Text

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PAGE 01 MOSCOW 17577 201945Z

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SUBJECT: INTERORGTEKHNIKA - 75

REF: STATE 254962

1. COMMERCIAL OFFICE ASSUMES THAT MARKET RESEARCH OFFICER JANKOWITZ WILL BE RESPONSIBLE FOR OBTAINING DETAILED INFORMATION ON MARKET FOR VARIOUS PRODUCT CATEGORIES LISTED PARA 2 REFTEL. ON BASIS PREVIOUS EXPERIENCE, COMMERCIAL OFFICE WOULD OFFER FOLLOWING COMMENTS SUBJECT, OF COURSE, TO CORRECTION AND UPDATING BY JANKOWITZ' REPORT:

A. IN THE COPYING MACHINE AREA, WE BELIEVE THAT MAJOR MARKET HERE IS FOR LARGE PLAIN PAPER COPIERS OF XEROX 3600 VARIETY. RECENT EXPERIENCE OF SCM CORPORATION INDICATES THAT AT LEAST FOR TIME BEING SOVIETS NOT INTERESTED IN SMALL COPIERS USING SPECIAL PAPER.

B. ELECTRONIC CASH REGISTERS AS PART OF POINT OF SALE SYSTEMS ARE PROBABLY FOR THE MORE DISTANT FUTURE HERE AS FAR AS LARGE-SCALE APPLICATIONS ARE CONCERNED. SOVIETS MIGHT WISH TO INSTALL ONE SUCH SYSTEM, PERHAPS AT LARGE MOSCOW DEPARTMENT STORE, TO DETERMINE WHETHER SUCH EQUIPMENT WOULD HAVE BROADER APPLICATIONS.

C. BOTH INTOURIST AND AEROFLOT HAVE ON ORDER MAJOR SYSTEMS  
UNCLASSIFIED

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PAGE 02 MOSCOW 17577 201945Z

FOR RESERVATIONS. TO EXTENT THAT ADDITIONAL PERIPHERAL

TERMINALS REQUIRED FOR THESE SYSTEMS, GOOD MARKET PROBABLY EXISTS. ONE POSSIBILITY WHICH THUS FAR HAS NOT BEEN TOUCHED AS FAR AS COMMERCIAL OFFICE IS AWARE IS MOSCOW THEATRICAL/ CONCERT BOOKING AGENCY WHICH COULD DOUBTLESS USE RESERVATION SYSTEM.

D. COMMERCIAL OFFICE BELIEVES VERY GOOD MARKET EXISTS FOR ELECTRONIC AND PROGRAMMABLE CALCULATORS. HEWLETT-PACKARD AND WANG LABORATORIES HAVE PROBABLY BEEN MOST SUCCESSFUL AMONG U.S. COMPANIES IN BREAKING INTO THIS MARKET.

E. IN MICROFILM AREA, KODAK HAS A GOOD BUSINESS HERE AND COMMERCIAL OFFICE UNDERSTANDS THAT KODAK IS INTERESTED IN PARTICIPATING IN INTERORGTEKHNIKA.

F. WE WOULD ESTIMATE GOOD MARKET FOR AUTOMATIC COLLATING AND BINDING EQUIPMENT. GENERAL BINDING MIGHT BE INTERESTED IN PARTICIPATING.

G. MANUAL CALCULATORS. WE DO NOT SEE GOOD MARKET FOR THE PRODUCT.

H. COMMERCIAL OFFICE DOES NOT BELIEVE THAT U.S. COMPANIES WILL BE COMPETITIVE IN MANUAL TYPEWRITER AREA, ALTHOUGH LITTON INDUSTRIES EUROPEAN SUBSIDIARIES HAVE MADE SOME SALES HERE. ELECTRIC AND AUTOMATIC TYPEWRITERS OFFER VERY GOOD PROSPECTS. IBM, FOR EXAMPLE, IS VERY OPTIMISTIC ABOUT ITS PROSPECTS HERE IN THIS AREA. SPERRY-REMINGTON AND SCM ARE BOTH INTERESTED.

I. WE DO NOT BELIEVE THAT MARKET FOR NON-AUTOMATIC COPYING EQUIPMENT IS PROMISING.

J. SOVIETS HAVE PURCHASED COMPLETE PLANT FOR PRODUCTION OF MECHANICAL CASH REGISTERS FROM LITTON INDUSTRIES' SWEDA (SWEDEN) SUBSIDIARY, AND THIS PLANT SHOULD BE IN OPERATION SHORTLY. ACCORDINGLY, MARKET FOR THIS TYPE OF EQUIPMENT IS NOT PROMISING.

K. ADDRESSING MACHINES. PITNEY BOWES FOUND MAJOR INTEREST HERE IN ITS MAIL HANDLING SYSTEMS AND WE BELIEVE THAT GOOD UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 17577 201945Z

MARKET EXISTS.

L. IN CASE OF DICTATING AND TRANSCRIBING MACHINES, WE BELIEVE THAT MAJOR LIMITING FACTOR ON MARKET IS SHORTAGE OF STENOGRAPHERS AND TRAINED OFFICE PERSONNEL.

M. IN CASE OF COMPUTER SYSTEMS, OUR VERY POSITIVE EVALUATION OF MARKET HAS ALREADY BEEN REPORTED ON SEVERAL OCCASIONS.

IN OUR VIEW, THIS MARKET RUNS FULL RANGE FROM MINI-COMPUTER SYSTEMS PRODUCED BY COMPANIES SUCH AS DEC, HEWLETT-PACKARD, DATA GENERAL AND OTHERS, UP TO TOP OF LINE, I.E., IBM 370, UNIVAC 1106.

2. ON BASIS EXAMINATION OF PRODUCT CATEGORIES LISTED IN SOVIET MATERIAL ON INTERORGTEKHNIKA, WE DO NOT BELIEVE INCLUSION OF CASH REGISTERS, CALCULATORS, AND RESERVATIONS SYSTEMS WOULD BE APPROPRIATE. HOWEVER, WE WILL HAVE CLEARER PICTURE OF SOVIET INTERESTS FOLLOWING JANKOWITZ' STUDY, WITH WHICH SOVIETS THUS FAR COOPERATING QUITE WELL.  
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